

19th ANNUAL

May 5-8, 2018
Marriott Copley Place, Boston, MA

ASCeXAM/ReASCE
REVIEW COURSE

ASEcho.org/LiveCourses


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Social Media Toolkit

Dear Attendees,

Thank you for your joining us at the 19th Annual ASCeXAM/ReASCE Review course. The Review Course has specifically been designed as a preparatory course for the National Board of Echocardiography, Inc.™ (NBE) ASCeXAM® and ReASCE® examinations. This course will cover all aspects of cardiovascular ultrasound essential to these examinations, including physics, valvular heart disease, strain and 3D imaging, contrast echocardiography, ischemic heart disease, congenital heart disease, and much more.

We look forward to having you at the Review Course and encourage you to use this Social Media Toolkit during the meeting as another way to engage with colleagues, and reach those who are not able to attend.

If you have any questions, please contact Arissa Cooper, ASE's Digital Marketing Manager, at acooper@asecho.org.

Connect with ASE on the following social media channels:

- Twitter:
Account: [@ASE360](https://twitter.com/ASE360)
Hashtag: #EchoReview
- Facebook: facebook.com/asecho
Hashtag: #EchoReview
- Instagram: instagram.com/ASE360
Hashtag: #EchoReview

Ways to engage on social media during the Review Course

1. **Share** the attached sample messages and graphics on your social media during the meeting.
2. **Live tweet** throughout the meeting. Be sure to tag @ASE360 and use the hashtag #EchoReview. You can also retweet @ASE360.
3. **Post photos** from lectures, events, and more on Facebook, Twitter, and Instagram. Don't forget to tag @American Society of Echocardiography on Facebook, @ASE360 on Twitter, and @ASE360 on Instagram. You can also like and share ASE's Facebook and Instagram posts with your followers.

Thank you for your participation and joining us at this year's Review Course.

Sincerely,
The ASE Marketing Team

**Here are a few examples of things you can post on social media.
Be creative and have fun!**

For Facebook:

- I'm excited to be a part of the [tag @American Society of Echocardiography] #EchoReview. I'm looking most forward to attending [add presentation name] with [faculty name]
- I'm learning more about [include topics] during [add presentation name] with [faculty name] [tag @American Society of Echocardiography] #EchoReview

Review Course Tweets

- I'm in Boston for the @ASE360 #EchoReview, a preparatory course for the NBE Exam
- I made it to Boston for the @ASE360 #EchoReview. So excited to learn from the experts in the field of #echocardiography
- Excited to learn and review while in Boston #EchoReview @ASE360
- Visited the exhibits at #EchoReview during the breaks - enjoyed talking to [tag exhibitor name]
- I learned so much in [add presentation name] today #EchoReview @ASE360
- #EchoReview teaches the essential physical principles of cardiac ultrasound @ASE360
- #EchoReview teaches how to identify and quantitate valvular heart disease severity @ASE360
- #EchoReview is helping me list appropriate applications of #echocardiography @ASE360
- I downloaded the ASE Courses App for the @ASE360 #EchoReview. Information at my fingertips!

Graphics for Twitter, Facebook, and Instagram

Feel free to take pictures of your time in Boston and use the hashtag, #EchoReview and tag ASE. You may also use the banner as well. To save this graphic to your computer, right click and select "save as picture"

